



Job Description

Job Title:	Social Media & Digital Content Creator
Reports to:	Head of Business Operations
Contract type:	18 month contract with possibility to become permanent
Contracted hours:	Minimum 30 hours per week
Remuneration:	£28,282 - £31,364
Conditions:	Normal working hours are Monday-Friday 9am-5pm, but must work flexibly across occasional evenings and weekends as required.

Key Purpose

High Rise is a fabulous, fun-filled adventure centre in Lisburn with Clip 'n Climb indoor climbing, soft play, sensory rooms, party and meeting rooms and a café. High Rise is part of a charity, with profits used to help local families.

This is a new role for an enthusiastic Social Media & Digital Content Creator to join our team immediately. The successful candidate will be responsible for creating fun and engaging digital content across a range of platforms, and managing our social media channels and websites. A well organised self-starter, with excellent attention to detail, they'll be ideas-driven with a real passion for marketing and enjoy keeping up to date with the latest trends in social and digital marketing and have a flair for eye-catching design and high-quality content creation.

Main responsibilities and duties

- Plan and implement integrated digital marketing campaigns across all social media platforms with the aim of increasing brand awareness, customer engagement and driving sales.
- Day to day management of social media channels including creating and posting captivating, engaging content (blogs, articles, videos, graphics) and community management.
- Design eye catching and effective promotional materials for digital and print (including leaflets, posters, social media graphics, ads, presentations).
- Set up and manage social media advertising campaigns and tracking performance.
- Track and report on all social and digital media using analytics (including GA4)
- Engage with influencers to promote High Rise.
- Update website content and managing Search Engine Optimisation

- Plan and delivering email marketing campaigns including managing subscribers
- Support the general marketing and communications function of the organisation.
- Comply with the organisation's Security & Confidentiality policy at all times, ensuring the highest levels of information security, data protection and confidentiality.
- Undertake any other reasonable duties appropriate to the achievement of the organisation's goals and targets.

This job description is neither exhaustive nor exclusive and may be reviewed depending upon operational requirements and staffing levels.

Personnel Specification

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Essential Qualifications and Experience	<ul style="list-style-type: none"> • 5 GCSEs at Grades A-C (or equivalent qualifications) including English Language • Minimum of 2 years' recent relevant experience in a similar role devising and executing successful digital marketing campaigns to drive sales and increase brand awareness. Experience to include: <ul style="list-style-type: none"> ○ Management of social media platforms, including advertising (Facebook, Instagram, TikTok and Google Business) ○ Website management and SEO ○ Tracking and reporting on performance using analytics ○ Video editing and graphic design (eg Adobe Illustrator / Photoshop / InDesign / Canva) ○ Email marketing ○ Up to date with current social media trends and confident working with guests and staff, co-ordinating, capturing and editing video and graphics content. • IT literate to include all Microsoft Office programmes.
Desirable Qualifications and Experience	<ul style="list-style-type: none"> • Undergraduate degree in marketing or other related discipline OR a postgraduate qualification in a marketing related subject. • Experience in a B2C environment.
Essential Skills and Aptitude	<ul style="list-style-type: none"> • Excellent writing, proofreading and content editing skills. • Ability to demonstrate creativity, imagination and flair. • Good organisational skills and the ability to multi-task. • Good eye for detail and design. • Ability to work on own initiative and to a high standard, independently achieve results.
Essential Special Circumstances	<ul style="list-style-type: none"> • Work flexibly to fulfil the role, including evening and/or weekends when required. • Travel occasionally for events when required. • Possess a full UK driving licence and have access to a car for work purposes. • Willingness to actively participate in all photographic and media opportunities to promote the organisation. • This post is subject to a basic criminal record disclosure check. This will be applied for through AccessNI.

We reserve the right to enhance criteria at shortlisting stage